



Taking Stock of Where You Are

Understanding how, when, and where to leverage a security awareness vendor



Perry Carpenter
Chief Evangelist & Strategy Officer
KnowBe4, Inc.



Joanna Huisman
SVP Strategic Insights & Research
KnowBe4, Inc.



Perry Carpenter
Chief Evangelist & Strategy Officer
KnowBe4, Inc.



Joanna Huisman
SVP Strategic Insights & Research
KnowBe4, Inc.

The Security Awareness Journey



The Great Awakening

- Moving away from a basic 'check-the-box' approach
- Beginning to think about behavior change
- Thinking about engaging roles and individual learners
- Realizing that frequency of engagement is key
- Looking across departments and outside of the organization (to vendors) to augment skills, tools, content, etc.
- Seeking increased automation and measurement capabilities

Content is
King





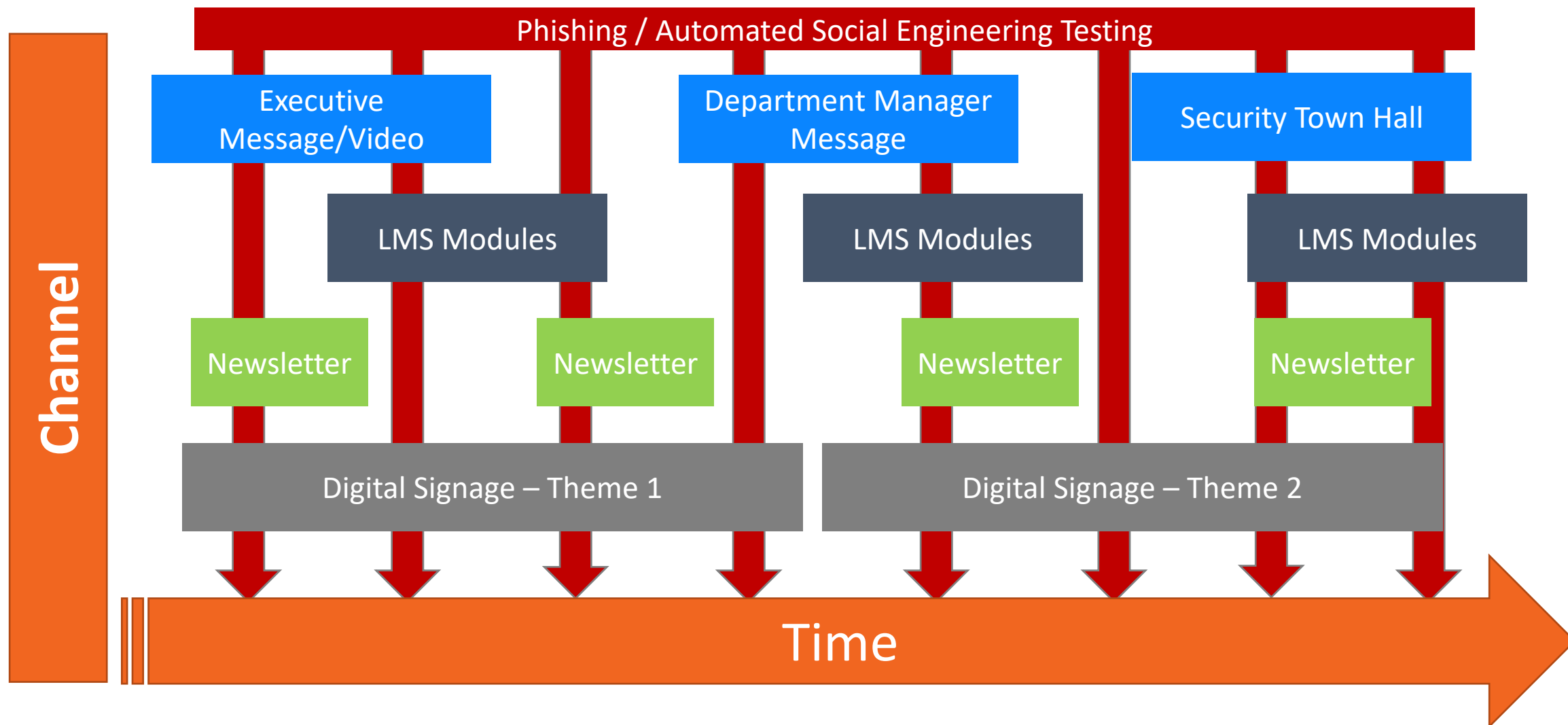
Reporting & Metrics



Making *Just-in-time* Adjustments

*Your program should have ways to rapidly deploy
new content based on seasonal needs, emergency needs,
emerging threats, and more...*

Plan like a Marketer. Test like an Attacker.



Consider What's Needed for Excellence



Learning Science



Abilities to Create Content



Subject Matter Expertise

Assembling the Pieces





Closing Thoughts



Thank You

KnowBe4
Human error. Conquered.